

FIG. 1

MainPage 11
SecondPage 12
MainPage 13

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FIG. 2

20

Number of	9	2	5	3	4	5	3
Clicks	8	4
	7
	6
	5
	4
	3
	2
	1	9	3	1	3	4	3
		0-10	10-20	20-30	30-40	40-50	50-60 AGE

00982.0003

FIG. 3

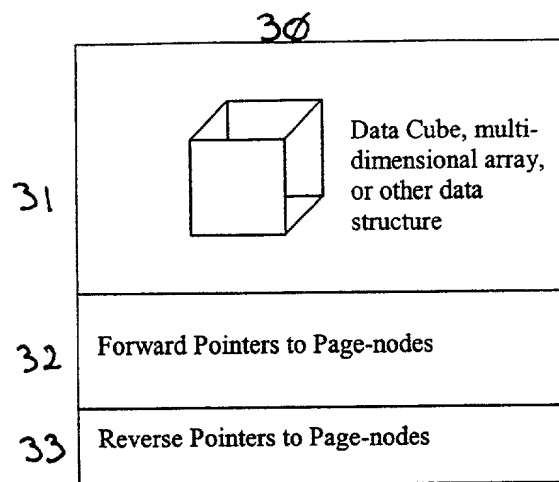


FIG. 4

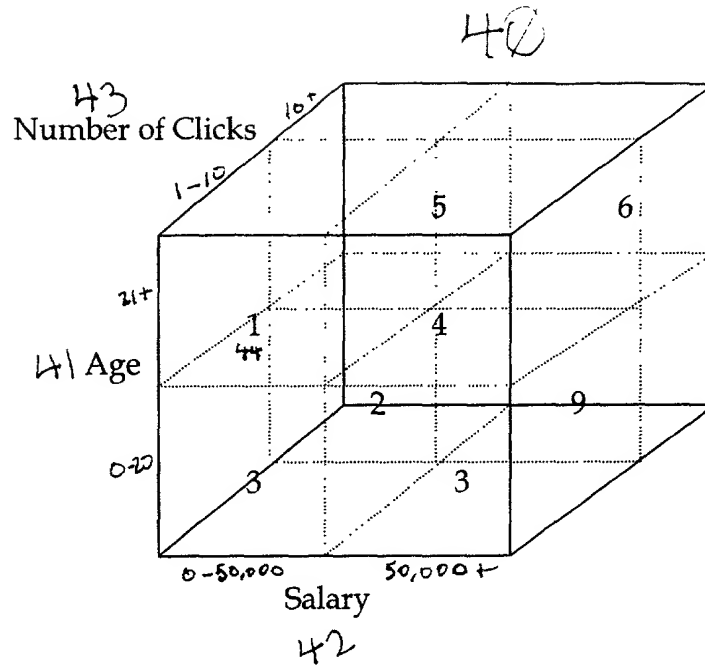
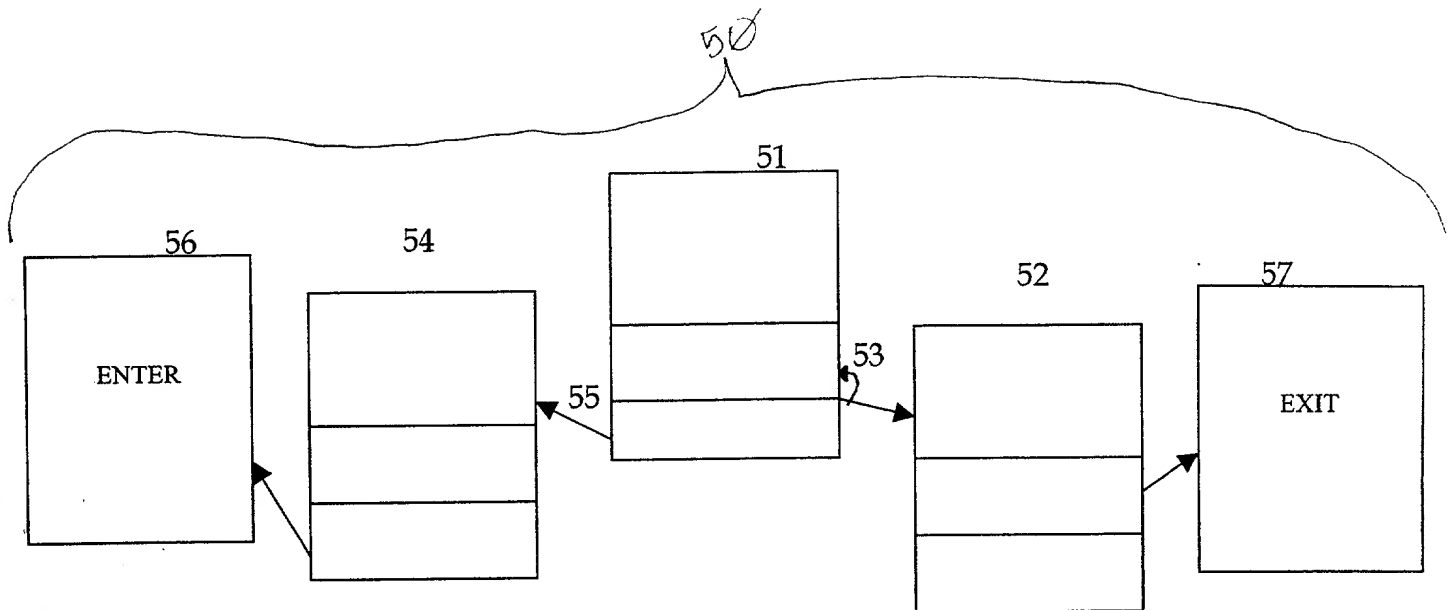


FIG. 5



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FIG. 6

60

63

62

64

61

Page Node	Click Step: -3	Click Step: -2	Click Step: -1	Click Step: 0	Click Step: +1	Click Step: +2	Click Step: +3
"main"	[women:0, men: 5]	[0, 5]	[10, 25]	[0, 0]	[20, 10]	[0, 20]	[10, 10]
"home"	[0, 0]	[0, 0]	[5, 0]	[100, 100]	[0, 0]	[0, 0]	[0, 0]
"search"	[0, 0]	[0, 5]	[0, 0]	[0, 0]	[0, 50]	[0, 5]	[0, 0]
"register"	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[15, 0]	[10, 0]	[0, 0]
"login"	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[5, 0]	[0, 0]	[0, 0]
"cart"	[0, 0]	[0, 5]	[5, 0]	[0, 0]	[0, 0]	[5, 0]	[25, 0]
"survey"	[0, 0]	[0, 10]	[0, 0]	[0, 0]	[10, 0]	[0, 25]	[0, 10]
"browse"	[0, 5]	[10, 5]	[5, 25]	[0, 0]	[20, 25]	[10, 20]	[15, 20]
"detail"	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[10, 0]	[50, 5]	[0, 10]
ENTER	[100, 90]	[90, 75]	[75, 50]	[0, 0]	[0, 0]	[0, 0]	[0, 0]
EXIT	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[10, 15]	[25, 25]	[50, 50]

FIG. 7

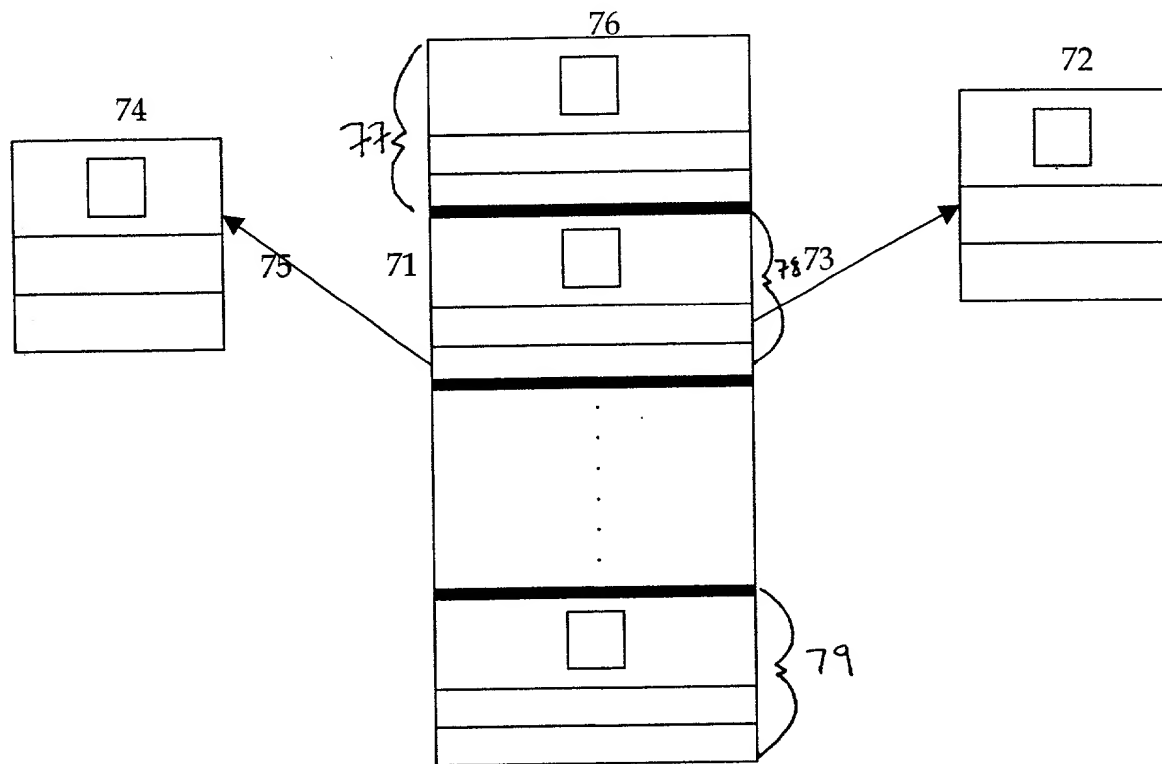


FIG. 8

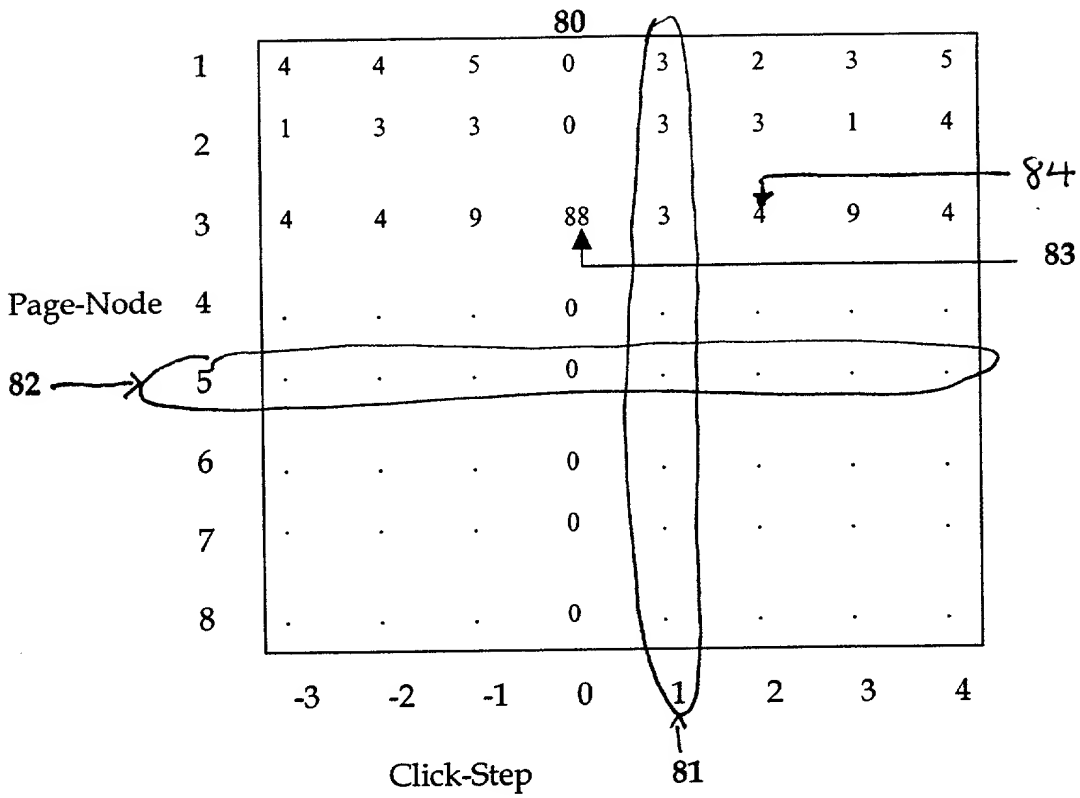


FIG. 9

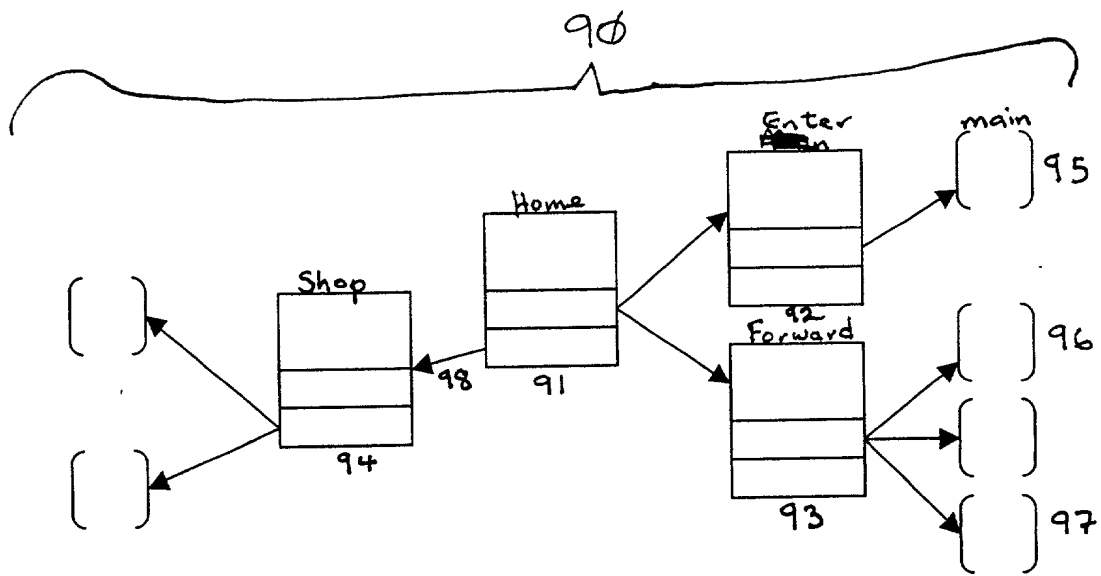


FIG. 10

100

Click-Step

Pagenode

"enter"

"home"

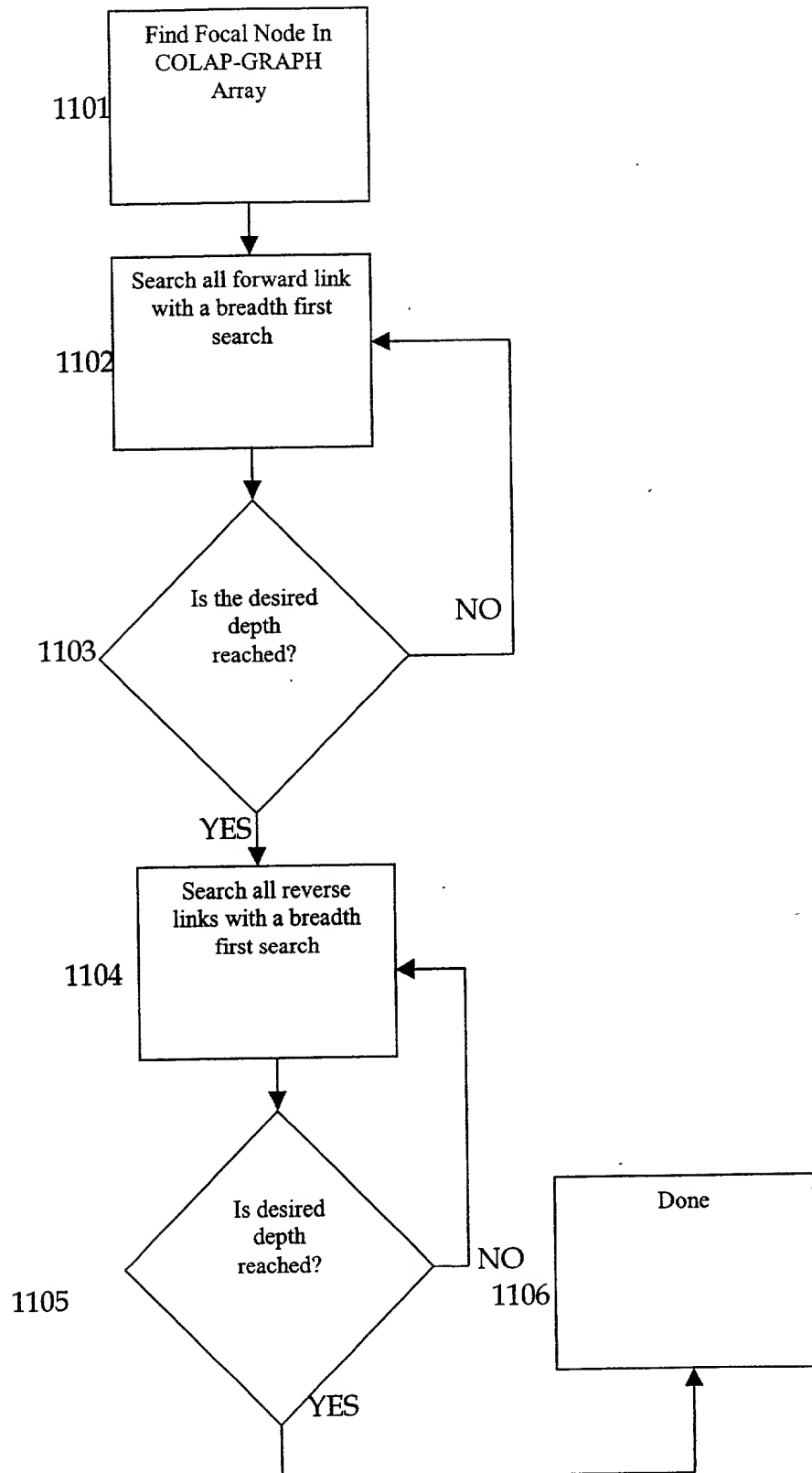
"shop"

"main"

"other"

	-3	-2	-1	0	1	2	3
"enter"	0	0	50	0	6	1	1
"home"	0	50	0	0	1	2	11
"shop"	50	0	0	0	5	8	22
"main"	0	0	0	50	3	9	6
"other"	0	0	0	0	7	9	12

FIG. 11



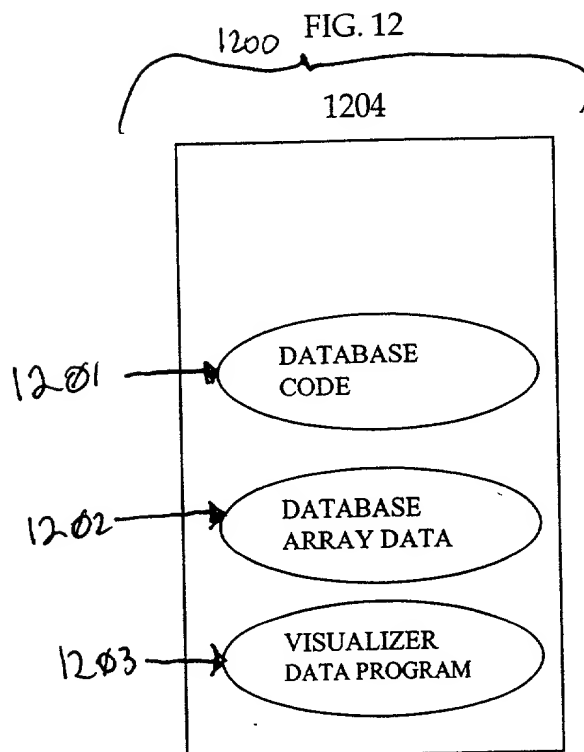
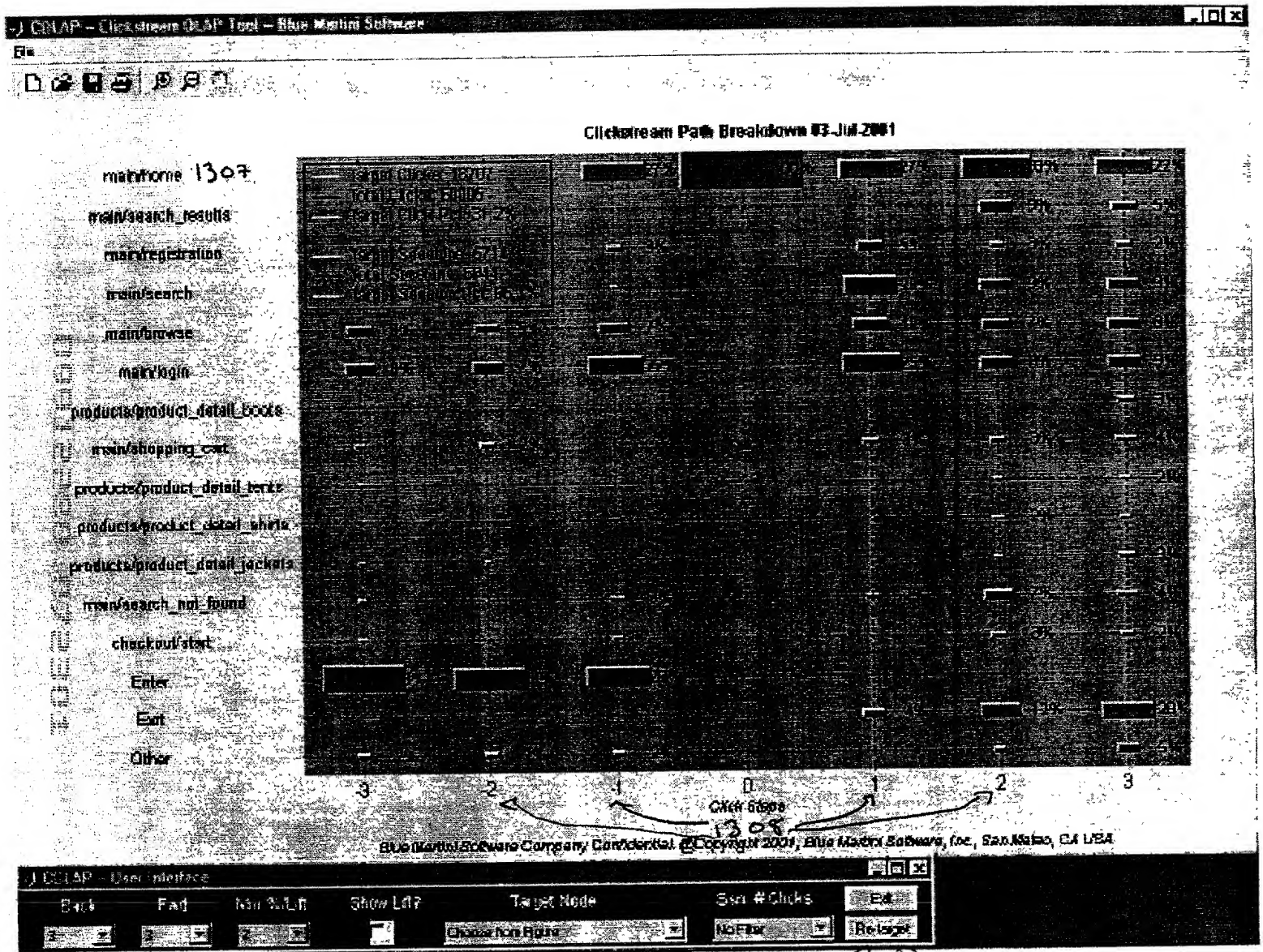


FIG. 13



1303 1304 1305 1301 1302 1306 1301 1302

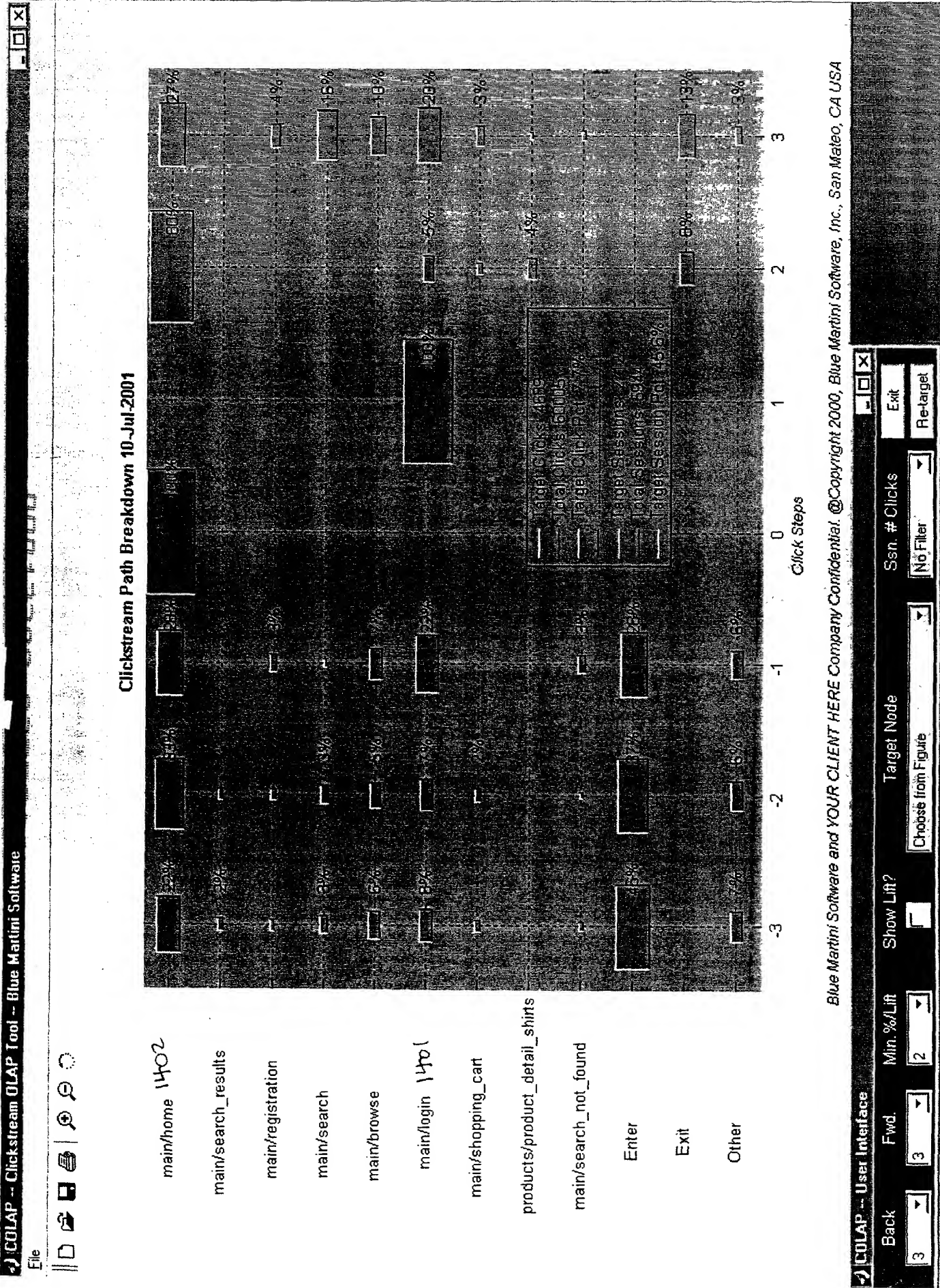


FIG. 14

Clickstream Path Breakdown 10-Jul-2001

